

Figure 2. Influence Map

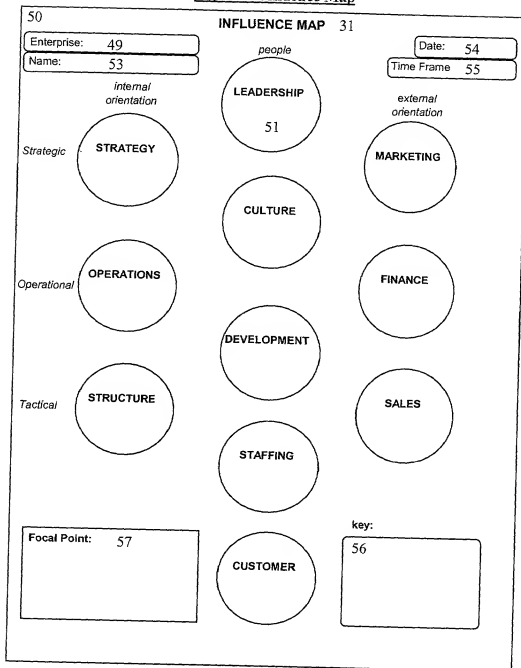


Figure 3. Extract of Scoring Matrix

35

Survey Scoring Matrix 32

Survey Questions

Spheres of Activity

37	Sphere of Origin:	Destination:				
		Customer	Staffing	Structure	Sales	
	Culture			59	60	
	Leadership					
	Marketing					
	Strategy					
	Finance				38	
	Operations		37			
	Development		30	31		35
			22	23	24	
	Sales	16	17	18	Sales	
	Structure	10	11	Structure	12	
	Staffing		Staffing	5	6	
	Customer	Customer	1	2	3	
Spheres Labels						
36	Neighborhood links:					
	Immediate	1	4	5	3	33
	extended	2	2	3	3	34

Figure 4. Extract of Neighborhood Orientation Matrix 38

Sphere of Origin:	Destination:				
	Customer	Staffing	Structure	Sales	Development
Culture	R43	R44	O-59	O-60	S-61
Leadership	R38	R39	R40	R41	R42
Marketing	R33	R34	R35	R36	S-49
Strategy	R28	R29	R30	R31	S-44
Finance	R25	O-37	R26	O-38	S-39
Operations	R22	O-30	O-31	R23	O-32
Development	R20	T-22	T-23	T-24	Development
Sales	T-16	T-17	T-18	Sales	T-19
Structure	T-10	T-11	Structure	T-12	T-13
Staffing	T-4	Staffing	T-5	T-6	T-7
Customer	Customer	T-1	T-2	T-3	R1
Spheres Labels					
Neighborhood links:					
R = remote	7	4	4	4	2
total:	10	10	10	10	10
Neighborhood Orientation on Influence Map with number of links:					
S=Strategic					4
O=Operational		2	2	2	1
T=Tactical	3	4	4	4	3

39

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Figure 5. Sample Survey Design Template 490

Survey System
 date 43 44 45

Name _____ Culture Survey

Sphere of Activity My Perception Forecast of ... Enter Yes or No ... the state of our organization culture ...

CUSTOMER SPHERE Definition: client, buyer, beneficiary

1 ☐ Customers can easily reach a staff member who can assist them.

2 ☐ Customers are regularly asked how we can do a better job for them.

3 ☐ Customers know that we offer good value in what we sell.

STAFFING SPHERE Definition: human resources, capabilities

4 ☐ Our staff treats the customer with care.

5 ☐ Our staff policies reinforce the importance of our staff in our success.

6 ☐ Staff know that the customer pays their salary.

7 ☐ Staff are actively encouraged & rewarded to continuously develop new skills.

8 ☐ We have the combination of skills & qualities needed to get the job done.

9 ☐ Staff are receiving incentives related to their work performance.

STRUCTURE SPHERE Definition: organization, policies and procedures

10 ☐ Our organization is customer focused.

11 ☐ Staff roles and responsibilities are clear.

12 ☐ Our structure facilitates creating options for mutual gain.

13 ☐ We are well organized to create, grow and succeed.

14 ☐ Policies and procedures are working well on day to day basis.

15 ☐ Our policies and procedures positively reflect our Company's culture.

SALES SPHERE Definition: selling, creating buy-in, negotiating, deal-making

16 ☐ Sales not only moves product but builds customer loyalty.

17 ☐ Sales has ready staff support.

18 ☐ Sales draws upon policies that emphasize "the customer comes first"

19 ☐ Sales development complements our Company's values.

20 ☐ We are achieving our sales goals.

21 ☐ Selling activities reflect positively on our Company.

46 47 Enter text references about question 21:

O.K. 48

Figure 6. Perception Map

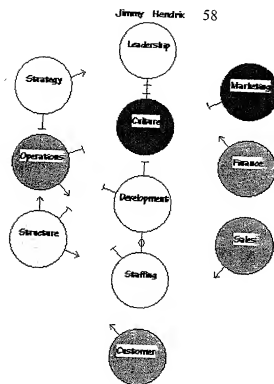


Figure 7. Reflection Map

data visualization schematic

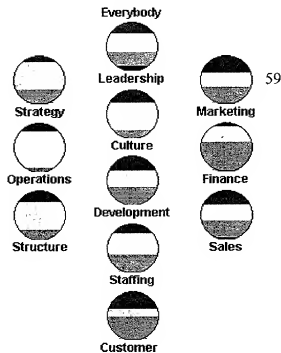


Figure 8. Circuit Board Map

data visualization schematic

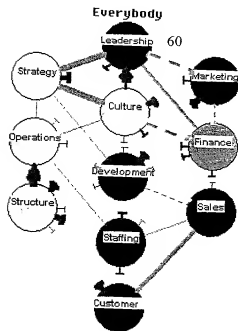
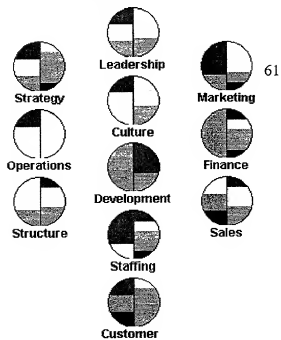


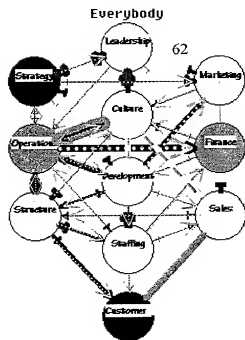
Figure 9. Hemisphere Map

data visualization schematic

World View / World View



data visualization schematic
shown with previous display layers



data visualization schematic
shown with previous display layers

